

Marketing in a **Recession**

Tips and techniques to help your business
survive and prosper in a tough financial climate



The Challenge of Recession

Most companies react to the threat of recession by cutting their sales and marketing expenditure. This results in a reduction in business development activity, which may lead to falls in revenue - confirming the business owners' worst fears and producing a downward spiral of declining income and market share for the company.

Successful entrepreneurs grow their businesses in recessionary periods and use the opportunity to gain market share. This is not because they spend lavishly on business development – rather they invest in a marketing process that is designed to match the exact buying needs of their customers within the markets they operate in.

Successful businesses maintain a stiff approach to costs, even in the good times. They continually question every aspect of the marketing process that they have developed in order to maximise return on investment.

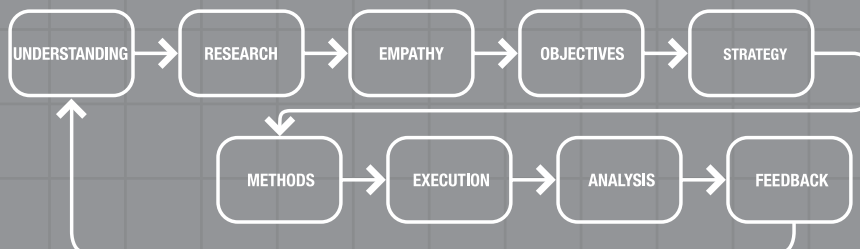
This return on investment provides the confidence to reinvest in further initiatives which results in greater returns, more profit potential and additional market share.



“Above all continue to invest . . .
Just be smarter and more astute in terms of where, when and how.”

5 Steps to marketing in a recession

1. Use proven techniques that can work harder and deliver greater value
2. Look for opportunities that a difficult economic climate can provide
3. Employ a full service agency and enjoy the benefits of cost savings and a unified, synergistic approach
4. Work with your agency to develop cost effective strategies that work for you
5. Above all, continue to invest . . . Just be smarter and more astute in terms of where, when and how

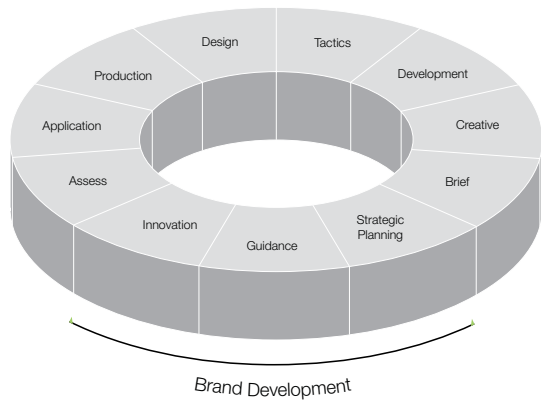


The creative process is crucial to the success of any campaign . . . this starts with understanding the brief and objectives and then undertaking the appropriate research.

Proven Marketing tools that add value

The CW Wheel Brand Development Model

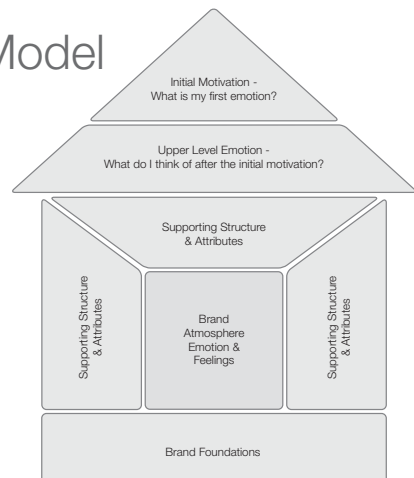
Successful brand development requires that all elements of the campaign be given equal prominence. There is no beginning and no end, just a constant cycle of assessment, planning, application and development – and just when it looks like the project is done, we start the process again.



Only this way can we ensure that your brand continues to grow and develop.

The CW 'Brand House' Model

Building a brand requires solid foundations and a strong supporting structure. But are you aware of the atmosphere, emotion and feelings surrounding your brand? The Brand House model illustrates the infrastructure, essence, core values and brand promise.



To keep the house on an equal footing, each of these must reflect the external components of the brand, which are image, associations, consumer and positioning.



“Total integration offers more synergy and delivers cost savings”

The services offered by CW Advertising include -

Advertising

Below the Line Solutions

Brand Concept, Creation and Development

Consultancy

Direct Mail

E-commerce Solutions

Exhibitions

Graphic Design

Literature

Incentives

Marketing Audits

Multi-Media Presentations

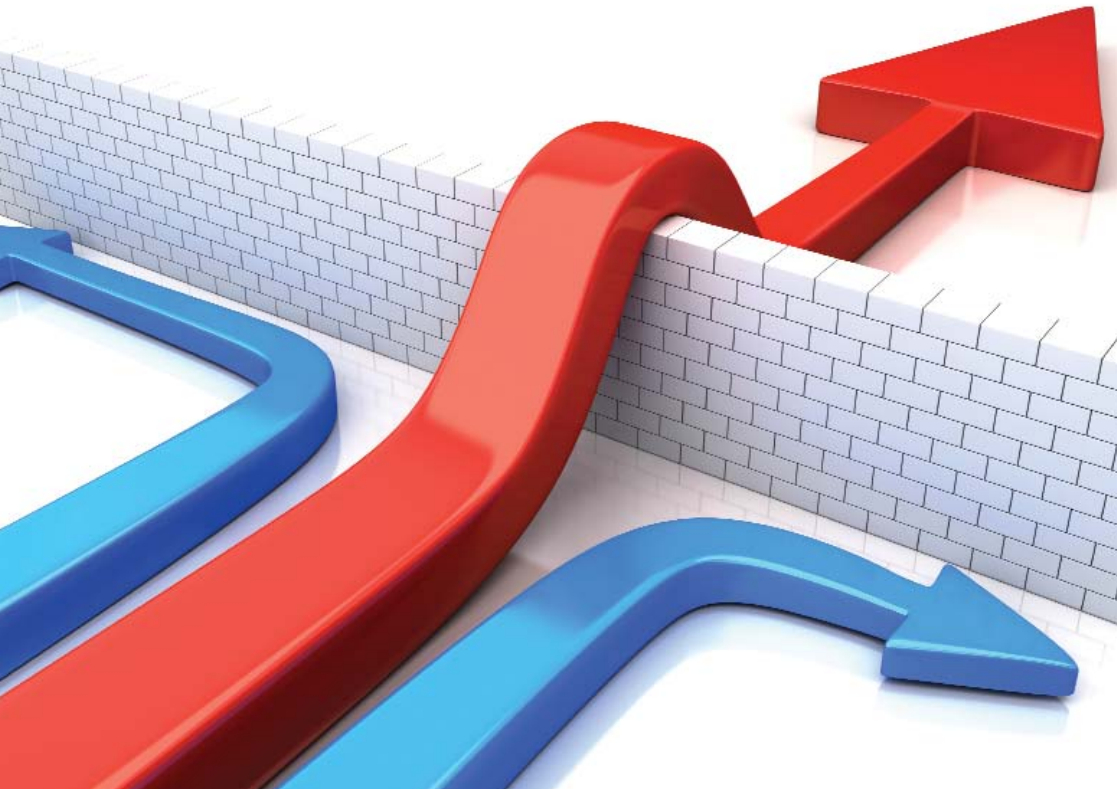
Packaging

Public Relations

Research

Sales Promotions

Website Design and Production





Contact Us

To find out how our fresh thinking can add value to your business and help you progress in a tough financial climate call, email or visit us on-line.

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